



Increase Health Awareness with the California 5 a Day Retail Program!

Black History Month can provide an excellent opportunity to develop or promote your relationships with local grocery stores and their managers. A retail component can help your program strengthen its African American Health Awareness education efforts. Your plans might already involve churches, schools, worksites, and community centers. Imagine what can happen when people see the same health and nutrition messages where they shop! Retail marketing is a powerful way to reinforce your program efforts.

Jumpstart your planning for Black History Month by checking out the following list of ideas. Use them as guidelines that can be customized to your program. Most of the ideas are based on existing materials and resources. If you have questions or want more information, contact the *California 5 a Day Retail Program* for guidance (E-mail: 5aDayRetail@dhs.ca.gov).

Whether you are looking for inspiration or already have a retail component in place, these Black History Month ideas can help.

In-store Point-of-Purchase Material

The *Retail Program* offers many merchandising items,

Store Front Events

Stores are a great place to reach members of the community during their weekly shopping trips. Some of the most popular activities take place in the parking lot or on the sidewalk outside the store. Whatever your activity, it should not interfere with normal store operations. Make sure you have plenty of staff on hand, since store employees have other jobs to do.

- An information table outside the store can provide an opportunity to deliver nutrition messages to shoppers and offer information about health fairs and upcoming events, recipes, cook booklets, etc.
- You can work with the store manager to hold a health screening, host a nutrition game with a prize wheel, or arrange for costumed characters to distribute information. Make sure you get store approvals in place, as well as the name of the manager who will be on duty the day of your event.
- Coordinate a kids coloring or poster contest with an African American health theme. Post the completed entries at the store, so children can bring their parents to see their artwork.
-

such as **POSTERS, RECIPE AND SEASONALITY CARDS, COOKBOOKLETS**, and other items that can be posted in stores and produce sections to encourage the purchase of fruits and vegetables.

- Check with your local retail sites to see if their signage needs updating.
Do they need new posters?
If they have recipe card racks, do they need replacements or updated materials?
Will they allow you to place signs or posters during Black History Month?

To help you approach stores, a **RETAIL MERCHANDISING SALES KIT** is available to assist you in communicating the *5 a Day* message to retailers. You can download the kit by visiting http://www.dhs.ca.gov/ps/cdic/cpns/retail/retail_community.htm and clicking the "Merchandising Sales Kit" hyperlink.

You might have the most success with small neighborhood markets, but it's a good idea to check with larger stores in case they need your help replenishing materials. It's a great way to start building relationships with store managers and produce managers. For a list of stores in your region, visit http://www.dhs.ca.gov/ps/cdic/cpns/retail/retail_merch.htm and click on the hyperlink for qualifying stores.

Visit <http://www.ca5aday.com/retail> to view all of the *Retail Program* merchandising and promotional materials. They can be ordered directly using the new retail order form at http://www.dhs.ca.gov/ps/cdic/cpns/retail/retail_merch.htm

The materials are available in limited quantities at *no charge* to qualifying retailers throughout California. All signage is available in hard copy and electronic formats.

Food Demonstrations

Food demonstrations encourage people to taste new or different produce items and sample healthy recipes. They are a terrific way to deliver nutrition messages to parents and children. Both retailers and *5 a Day* benefit by influencing people to purchase and consume more fruits and vegetables.

- If you have conducted recipe demonstrations or food sampling in the past, contact your store manager to arrange a demonstration as a way to educate shoppers about new recipes and seasonal produce items.
- Create a flier that lists the recipes and a schedule of the sampling activities. Post it at community centers or churches and provide copies to the local newspapers. Send copies of the featured recipes to the food editors of local papers.
- If you want more information on conducting a sampling or recipe demonstration, contact the *Retail Program* staff (E-mail: 5adayretail@dhs.ca.gov).

on how they can set a healthy example when selecting fruits and vegetables and shopping with their children.

- If you have a special retail event planned, don't forget to contact your community newspaper or other media outlets so they can alert their readers or listeners.

Advertising and Promotions

Your Social Marketing Kit has a CD-ROM with artwork, recipes, and nutrition information. This information can be provided to stores for their advertising, circulars, and in-store signage.

- Ask your local store managers to include the *California 5 a Day* logo, Black History Month slogan and/or "Afternoon in the Park" artwork in their advertising and circulars during February.
- Provide your retail contacts with tips they can include in their community pages, Web site, or advertising. Show them how they can promote healthy choices to their shoppers.
- Create a bag stuffer with tips, recipes, nutrition information, and physical activity messages. Provide it to retailers to include with shoppers' purchases. Artwork is available by contacting the *Retail Program* staff via email at 5adayretail@dhs.ca.gov, or you can refer to your Social Marketing Kit.
- Ask retailers if they can offer special savings on fruits and vegetables to encourage purchase during African American Health Awareness Month.
- Let your community know they can use their California Advantage cards to purchase healthy foods.
- Don't forget to reinforce your nutrition education efforts with *5 a Day* promotional items, such as pencils, pens, cutting mats, shopping list notepads, cook booklets, and salad shakers.

Grocery Store Tours

Grocery store tours are a great way to increase awareness, assist in menu planning, and motivate people to purchase and consume fruits and vegetables.

- Contact your local store manager to host a store tour for children, a nutrition education class, or a community group.
- Talk to the manager before the tour to confirm the date and discuss details such as the size and nature of the group, what you expect to see and do, the estimated time of the tour, and who will lead it.
- During the store tour, demonstrate how produce arrives and is prepared for display. Tour the selling floor and the back room. And make sure there are samples to taste!
- After you conduct the tour, be sure to send a written thank-you note to the store manager. If a children's group takes a store tour, you can have each child send a thank-you letter or a piece of artwork for the grocer to post in the store.

Share the Wealth!

Do you have a retail-related success story? We'd like to hear from you. Please tell us how you have built retail relationships in your community, by sending an e-mail to the *Retail Program* team at 5adayretail@dhs.ca.gov contacting Sonia Kuar at (916) 449-5417, or Linda Lee Beck at (916) 449-5410. You will be credited for any ideas we share.

We're Here to Help

For more in-depth tips on merchandising, hosting a produce tour, food demonstrations, store front events, advertising, or promotions, please contact the Retail Program (E-mail: 5adayretail@dhs.ca.gov).

